

# **NOVIA UNIVERSITY OF APPLIED SCIENCES**

**Academic Year 2020-21**

## **Studies offered in English in the Degree Program of Business Administration**

**Autumn semester 2020**

### **Project, 5 ECTS**

The student

- is able to organize activities of a project group to meet the goals of the external employer
- is able to plan, implement, report, present and assess projects
- is able to share knowledge within the project group
- takes responsibility for his/her own activities and acts in accordance with agreed course of actions

### **Marketing project 1-2, 3 +3 ECTS**

The student

- is able to plan, implement and assess a marketing project of his/her own choice.
- is able to collaborate with an external employer and keep her/him up to date about the development of the project.
- is able to apply the right theory to the project.
- is able to create a budget for a project and present the income statements

### **Swedish for foreigners, 3 ECTS (physical or virtual course)**

The basics of the Swedish language

### **Communication and PR, 5 ECTS**

The student

- masters the creation and adaption of a communication plan
- knows how to communicate with different stakeholders
- manages media relations and public relations
- is familiar with relevant metrics for communication

## **Financial management and reporting, 6 ECTS**

The student

- understands the relationship between financial management and corporate governance
- understands the importance of financial reporting in the decision-making process
- can identify key success factors for an operation
- is able to develop and use key measures in order to analyse and improve the operations of a company

## **Professional English, 3 ECTS**

The student

- masters the typical communication situations within the relevant field of business
- can participate in and work with a company's communications and understands the importance of communications to the success of the company
- is able to use professional English when writing and presenting central documents. The student is also aware of differences in styles and knows how to use different styles in communications
- understands the essential parts of articles, texts and news related to his/her own field

*Financial Management 5 ECTS (\* Masters' Degree, only open for Double Degree students)*

*The student*

- \* is able to use the financial information for decision making*
- \* is able to evaluate profitability, analyse the operations and plan for results*
- \* is able to organise management accounting*
- \* is familiar with financing alternatives and cash flow-management*
- \* takes responsibility for one's own actions and works according to jointly agreed principles and measures*

## **Spring semester 2021**

### **Marketing project 1-2, 3 +3 ECTS**

The student

- is able to plan, implement and assess a marketing project of his/her own choice.
- is able to collaborate with an external employer and keep her/him up to date about the development of the project.
- is able to apply the right theory to the project.
- is able to create a budget for a project and present the income statements

### **Swedish for foreigners, 3 ECTS (physical or virtual course)**

The basics of the Swedish language

### **Human Resource Management, 5 ECTS**

The student

- knows how personnel management and organisation are connected to a company's business, goals and strategies.
- knows about the processes and systems of recruitment, human resource development and compensation.
- understands the connections between the well-being of the personnel and a company's success.

### **Building and developing brands, 5 ECTS**

The student

- understands the importance of branding for a business
- knows the main theoretical models and processes for brand building
- knows how to analyze, build and develop a brand
- masters the basics of brand communication, both internally and externally
- manages metrics for brand performance

### **From international to global marketing, 5 ECTS**

The student

- understands the context of going global through different market entry modes
- is familiar with the process of internationalization
- knows how to consider cultural aspects of going global
- manages the creation of a internationalization plan for a company

### **Sales Skills and Management, 5 ECTS**

The Student:

- knows how to manage sales processes and sales tools
- masters planning and following up on sales
- is familiar with sales strategies and negotiation techniques
- develops a sales competence
- understands the legal and ethical aspects of sales

### **Financing and financial markets, 6 ECTS**

The student

- understands the key elements of the financial markets including various forms of financing
- knows how to raise capital for a company
- can manage investments in financial instruments and portfolios

### **English, 3 ECTS**

The student

- shows the ability to communicate in a professional manner in a work context in speaking as well as writing
- is familiar with essential terminology within his/her field and is able to benefit from professional literature
- has a positive attitude to developing his/her receptive and productive language skills and is familiar with the relevant tools
- is aware of cultural differences in international contexts

*Finance and Financing 5 ECTS (\* Masters' Degree, only open for Double Degree students*

*After completing the course, the student is able to:*

- analyse and use financial information for decision making and leadership*
- understand the key-elements of the financial markets including various forms of financing alternatives*

***Note! The schedule may be subject to changes.***

There is also a possibility we can offer some tourism courses but this will be confirmed later.

Åbo/Turku 27 February 2020

Helena Nordström

International Contact Teacher